

## TeslaOne Privacy Policy – 10/07/2010

In relation to the website: [www.teslaone.com](http://www.teslaone.com) ('the Site').

The Site is a UK-based website owned by TeslaOne Limited and complies with the Data Protection Act relating to the personal information you supply online.

Any personal information that you provide to TeslaOne Limited whilst contracting with these entities is stored and controlled by TeslaOne Limited, located at Studio 5, 155 Commercial Street, London, E1 6BJ, United Kingdom.

By using our services, you give us your express consent to process your personal data as described hereafter.

The information collected by the aforementioned entities when you register with us at the [www.teslaone.com](http://www.teslaone.com) website is generally used to communicate with you and improve our services where possible, and specifically, to process payments or enable third parties to carry out technical or commercial supporting functions. These functions may be carried out by us or appointed third parties who are bound by Data Protection covenants and must process the personal information in accordance with this Privacy Policy and the Data Protection Laws of the United Kingdom.

In addition to personal data such as name, e-mail address, billing address, credit or debit card number and expiry date, we also analyse data about participants in order to provide an enhanced service environment for all users. Examples of the data we may collect and analyse include the Internet protocol (IP) address used to connect your computer to the Internet, login, password, computer and connection information such as browser type and version, your operating system and platform, the full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time), cookie number, services you viewed or searched for, your purchase history, personal preferences and any phone number recorded or used to call our customer services number. In using the Site you accept that your personal data may be used for such purposes.

We will not sell, distribute or disclose information about you or your personal usage of the Site without your express consent or unless required or permitted to do so by law. If you subscribe to our mailing lists for new release and other information, we also ask you to answer various general questions about yourself. You will be asked to specify the areas in which you are interested so that we can tailor the information which we send to you to cover the topics and services which we believe you might be interested in. By subscribing to our mailing lists, you accept that your personal data may be used for such purposes.

Please note that we do provide links to other sites, which may not be governed by this Privacy Policy and you should view the respective privacy policies of those sites for further information.

Participants have the right to access their stored data, to rectify them if required and to object to the storage of their data for legitimate purposes. We would like to keep your information up-to-date, you may change any of the basic information we keep about you at any time by e-mailing us at [solutions@teslaone.com](mailto:solutions@teslaone.com).

In addition to the information which you supply to us, information and data may be automatically collected through the use of cookies. Cookies are small text files the Site can use to recognise repeat users and allow us to observe behaviour and compile aggregate data in order to improve the Site for you. For example, cookies will tell us whether you viewed the Site with sound or with text on your last visit. Cookies also allow us to count the number of unique and return visitors to our Site.

You can configure your Internet browser to accept or reject certain cookies or inform you when a cookie is saved.

We do not cross the information recorded in the cookies with the personal information collected at the time of your registration on the Site or with your online activity.

Some of our business partners may themselves use cookies on their own websites. We have no access or control of these cookies, therefore we cannot accept liability for any malfunctioning of your PC or its installed web browser as a result of your access to any of the websites.

We may monitor customer traffic patterns, Site usage and related Site information in order to optimise your use of the Site and we may give aggregated statistics to a reputable third-party, but these statistics will include no information personally identifying you.

We may also use the Information we gather to notify you about important functionality changes and alterations to the Site, or offers of products, services or information that might be of particular interest to you. Your information may also be transferred to another company (based in the European Union or in a country ensuring an adequate level of protection) in the event of sale of our company to a third party. In that event, we will endeavour to ensure that your rights and freedoms in respect of the processing of your personal data are adequately and appropriately protected. By submitting your Information and ticking the requisite boxes on any order form or when subscribing to the services available on our Site, you expressly consent to such use and transfer, to the extent permitted by applicable law. If at

any time you wish to stop receiving our newsletter or any other information you may have requested from us or any other company, please email or write to Customer Services at the address given for us above or click the Unsubscribe link at the bottom of any e-mail you receive from us.

#### Information Sharing

We have business and technical partners whom we share data with to handle orders, process credit and debit card payments and provide a range of services, including for fraud protection purposes. They are bound by Data Protection covenants and must process the personal information in accordance with this Privacy Policy and the Data Protection Laws of the United Kingdom.

In case any fraudulent activity is detected on the website, or, without limitation, in connection with the breach of intellectual property rights through the use of the website, we may release personal information in order to comply with any applicable regulation or assert our rights as well as our business partners'.

#### Financial Information

TeslaOne does NOT store credit or debit card details or any other sensitive financial information about you. You will need to provide this information each time you wish to make a payment to us.